



FAIRFAX COUNTY

DEPARTMENT OF PURCHASING & SUPPLY MANAGEMENT
12000 GOVERNMENT CENTER PARKWAY, SUITE 427
FAIRFAX, VIRGINIA 22035-0013

www.fairfaxcounty.gov/dpsm

VIRGINIA

Telephone: (703) 324-3201 Fax: (703) 324-3228 TTY: 1-800-828-1140

AMENDMENT NO. 6

DEC 12 2002

SUBJECT: Marketing Services for the Northern Virginia Workforce Investment Board (NVWIB)

CONTRACTOR

LeapFrog Solutions, Inc.
11130 Main Street, #303
Fairfax, VA 22030

VENDOR CODE

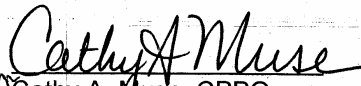
B54-1986163-01

CONTRACT NO.

RQ 02-559250-21A

By mutual agreement, Contract RQ02-559250-21A is amended to include development and implementation of a marketing campaign for the Metrotech Program, in accordance with the Contractor's attached proposal dated November 8, 2002. The increase in the contract amount shall not exceed \$20,000.00.

All other prices, discounts, terms and conditions shall remain the same.


Cathy A. Muse, CPPO
Director/County Purchasing Agent

Attachment: A/S

DISTRIBUTION:

Contract Administrator:

L.P. McKenney

Contractor:

LeapFrog Solutions, Inc.

DAHS/Contracts:

Stephanie Clements

Finance – Accounts Payable



**Proposal to Develop and Implement
a Marketing Campaign for
MetroTech**

November 8, 2002

Rev. #2

Presented By:

LeapFrog Solutions, Inc.

*The information in this document is proprietary and confidential and shall not be disclosed
without the prior consent of LeapFrog Solutions, Inc.*

LeapFrog Solutions, Inc.MetroTech Marketing Communications CampaignNovember 8, 2002**GOALS AND OBJECTIVES**

LeapFrog Solutions, Inc. (LFS) appreciates the opportunity to submit the following proposal for the development, design and implementation of a marketing communications and outreach campaign targeting military individuals for MetroTech.

It is LFS's understanding that MetroTech, a regional workforce development initiative designed to address the shortage of qualified individuals with technology skills, is seeking a marketing communications firm to help spearhead a successful marketing and outreach campaign designed to reach its target market and achieve organizational goals.

LeapFrog Solutions, Inc. (LFS), a small woman-owned marketing communications firm, will work together with MetroTech to develop and implement a strategic marketing communications and outreach campaign designed to target individuals in the military (particularly those with security clearances) that are leaving or retiring; and, who are interested in obtaining IT positions in private industry; and, who may need additional IT training in order enhance their skills to meet necessary job requirements.

This marketing campaign will utilize a few marketing communications vehicles—mainly print advertisements and electronic/web advertisements—to optimize the total market penetration into the target market. This campaign will consistently convey MetroTech's brand identity throughout all vehicles, and incorporate a look and feel that will appeal to the current target market, military individuals.

PROJECT DELIVERABLES***Strategic Marketing Communications Plan***

LFS will develop a marketing/media plan and outreach campaign that will penetrate and reach military individuals who are retiring and/or leaving the military. This plan will carefully outline MetroTech's goals, strategies, tactics and budget.

For the purpose of this marketing campaign proposal, LFS is planning on utilizing advertising as the main communication vehicle to successfully reach the target market, military professionals. However, in the development of the actual marketing/media plan, the strategies and tactics might vary a little.

Ads for print

LFS will develop two different size ads—full page and half page. In addition, the ads will be designed to work in 4C as well as B&W. LFS will write copy for this ad, design the ad and provide correct artwork to various publications selected for advertising mediums.

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LeapFrog Solutions, Inc. MetroTech Marketing Communications Campaign November 8, 2002

Banner Ad for Web

LFS will design a banner ad for identified web sites that attract our target market. This banner ad will include 3 screens. LFS will write copy, design and provide correct artwork to the various recommended web sites.

ABOUT THE LEAPFROG SOLUTIONS TEAM

LeapFrog Solutions, Inc. is a woman-owned, privately held company located in Fairfax, VA. Since its inception in July 1, 1996, LeapFrog has assisted companies in integrating traditional marketing with emerging technologies. As web sites become the critical marketing tool for our clients, LeapFrog has emerged as a leading provider of custom web-based marketing and e-commerce solutions. Working with the latest technologies, we help businesses lower costs, increase sales, and improve communication internally as well as externally.

Some of the tools LeapFrog produces from which MetroTech can benefit are:

- Web Portal Design, Development and Maintenance
- Database Design and Development
- Graphic Design, Copywriting and Production of Marketing Collateral
- Video Production, Editing and Streaming
- Internet Marketing
- Computer-based CD-Rom and Kiosk Development

LFS adds value to client projects from conception to fruition by providing experienced project managers, award winning designers and certified developers, to deliver the highest quality results. This is due in large part to our successful development and quality assurance methodology, which allows us to provide our clients with the highest quality product, in the fastest time, at the most effective cost.

LeapFrog Solutions, Inc. (LFS) Awards

- 2002 & 2001 – *Washington Business Journal's Circle of Community Investors*, which recognizes outstanding philanthropic contributions by companies in the Metro area
- 2002 – Points of Light Foundation, **Volunteer Center Communication Excellence Award** for Volunteer Fairfax branding and marketing campaign
- 2001 – *Washington Business Journal* – One of the **Top Ten Interactive Design Firms** in the Washington DC metropolitan area
- 2001 – NVTC **Hot Ticket Award** for best Marketing Package
- 2001 – **Standard of Excellence Award** from the Web Marketing Association for the LeapFrog Solutions web site

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LeapFrog Solutions, Inc.MetroTech Marketing Communications CampaignNovember 8, 2002

- **2001 – Blue Diamond Award for Quality First Award**, presented by the Fairfax County Chamber of Commerce and the Fairfax County Economic Development Authority
- **2000 – Best Information Services Web Site Award** from the Web Marketing Association's Web Site Competition for redesign of the Infodata Systems web site
- **2000 – The Blue Chip Enterprise Award**, Honorable Mention, sponsored by the United States Chamber of Commerce and MassMutual
- **1998 – New Small Business Award**, presented by the County of Fairfax and the Small and Minority Business Enterprise Program Advisory Commission
- **1998 – Best New Business of the Year Award**, presented by the Fairfax County Chamber of Commerce/Washington Business Journal

LFS' **Community Service** work includes Volunteer Fairfax, Reston Relay for Life, Shelter House, Leadership Fairfax, and the Women's Center of Vienna.

- **2002 & 2001 Community Patron**, Volunteer Fairfax
- **2002, 2001 & 2000 Circle of Sponsors**, Gold Sponsors, Leadership Fairfax
- **2002, 2001 & 2000 Reston Relay for Life**, Platinum Sponsor
- **1999 Community Patron**, Volunteer Fairfax

The LFS Management Approach

LeapFrog Solutions advocates establishment of clear lines of communication that result in efficient management control. Expressly defining individual and team member roles, responsibilities, and expectations is paramount to maximizing efficiency.

LFS will designate a single point of contact, the Project Manager, for the MetroTech contract. This highly experienced and responsive Senior Project Manager, Connie Klein, will be tasked with meeting and communicating with MetroTech regularly to determine needs, plan strategies, and identify tasks, implementation activities, and schedules to best meet the MetroTech's goals. The project manager will supply MetroTech with a detailed Work Breakdown Structure and schedule during the first two weeks of the project. In addition, the project manager will also supply status updates on a bi-weekly basis and monthly progress reports that assess the progress of marketing campaign. Development of this project will occur with the benefit of client acceptance and approval. This communication will take the form of telephone conversations, facsimile messages, e-mail communication, and in-person meetings as necessary. Our close physical proximity to MetroTech's offices means there will be no travel expenses for these meetings.

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LeapFrog Solutions, Inc.MetroTech Marketing Communications CampaignNovember 8, 2002***Day-to-Day Task Operations***

The most critical aspect of managing multiple, simultaneous tasks are to ensure uniformity of performance within each discrete activity. LFS' considerable experience and tested procedures for managing association, government and commercial projects should assure MetroTech that it is more than able to meet this challenge. Specifically, all proposed LFS Team members are experienced in being "matrixed" across multiple projects — they are seasoned professionals with experience in balancing priorities, adhering to concurrent and overlapping deadlines, and responding to changing task demands.

On a day-to-day basis, LFS' team of skilled staff (management, strategic planners, creative, programmers, and interactive) will assist the Project Manager and will be responsible for specific activities within individual task areas. The Project Manager will maintain frequent contact with designated MetroTech decision makers to communicate the status of task implementation, receive any revised information about client needs, and discuss any modifications needed to individual tasks or to the overall web portal redesign plan.

Project Management

Our proficiency in project management means we keep work on schedule, even as we strive to exceed the client's expectations for quality and results. Because our staff members work in such a highly collaborative manner, every project receives the benefit of the LFS Team's combined expertise in management strategy, marketing strategy, creative execution, and experienced implementation. Our integrated marketing communications approach saves both time and money, and brings to any project a vital coherence. In a similarly collaborative way, the LFS Team will work as a seamless extension of MetroTech's own staff and resources, offering the kind of help that lifts burdens while staying in touch with objectives.

LeapFrog Solutions, Inc.MetroTech Marketing Communications CampaignNovember 8, 2002**THE LEAP METHODOLOGY*****Smart Strategy. Great Creative. Superior Technology.***

Marketing is an evolutionary process that requires a revolutionary approach. Markets change and targets move. Our proven LEAP methodology gets you to market fast and on target, and keeps you on target over time. Here's what we do to give you the edge:

Learn. LFS meets with MetroTech's team to learn about the enterprise, the markets, and the customers—all the factors that can have an impact on the effectiveness of MetroTech's marketing initiative. The LFS Framework Analysis Document leads to a strategic plan designed to reach your marketing goals and organizational objectives quickly and effectively.

Execute. LFS and specialized teams collaborate to create integrated online and offline solutions that strategically build the brand, attract, attain, and retain members to grow awareness. The creative team crafts the look, feel, and tone of your message, and the programmers design and builds the site structure after the research and architect team has built the underlying structure to make it work.

Analyze. LFS analyzes all elements of your organization including organizational identity and brand strategy, organizational structure and culture, internal and external communications including web, email and direct mail efforts, and more to reveal larger patterns. Progress is measured against established goals to identify what's working best, what isn't, and what changes are needed.

Perfect. After LFS learns what works best for MetroTech, the strategy is refined to build on new strengths. That helps MetroTech reach more prospects, and solidify relationships with industry participants and organizations.

The LEAP methodology is a full-circle, integrated process. It's a powerful tool for leveraging your strengths, and keeping you ahead of the curve.

CONCLUSION

The LeapFrog team will work together with MetroTech to develop, design and implement a successful marketing/media communications and outreach campaign for MetroTech. LFS is committed to achieving MetroTech's goal of attracting military IT individuals, either not in service or retiring, and who have a security clearance, to contact MetroTech. MetroTech will then train and place these individuals within organizations in the DC metropolitan area and help fill the shortage of qualified individuals with technology skills.

LeapFrog Solutions appreciates the opportunity to submit this proposal and is available for questions and/or comments at MetroTech's disposal.

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LEAPFROG SOLUTIONS, INC. METROTECH MARKETING COMMUNICATIONS CAMPAIGN

LeapFrog Solutions, Inc. MetroTech Marketing Communications Campaign November 8, 2002**MARKETING CAMPAIGN ESTIMATES**

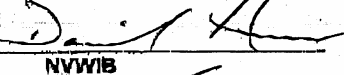
Concept/Plan Development **\$1,000.00**
Includes project management, media plan and concept development utilizing the current look and feel of MetroTech's already established brand/identity.

Print Advertisement **\$2,500.00**
Includes project management and design of a B&W and 4C full page and half page ad. A total of two (2) design comps will be presented and includes up to two (2) rounds of revisions.

Electronic/Web Advertisement **\$1,500.00**
Includes project management and design of a 4C banner ad. A total of two (2) design comps will be presented and includes up to two (2) rounds of revisions.

Media Buys **\$15,000.00**
Includes budgeted cost for actual media placement fees. This is a very rough estimate.

Actual overnight charges, transparency scans, additional AAs (authors alterations) and proofs, stock photos outside of the LeapFrog photo library, etc. Incurred as a result of client changes/requests, as well as sales tax by vendors, will be added as line items to the cost of the project.

TOTAL ESTIMATE **\$20,000.00**
Client Signature  Date 11/12/02
NVWIB

TERMS: LeapFrog Solutions requires a 50% down payment upon approval of this estimate and the remainder upon approval of the design.

per contract

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LEAPFROG SOLUTIONS, INC.

LeapFrog Solutions, Inc. MetroTech Marketing Communications Campaign November 8, 2002**OPTIONAL SERVICES**

Additional services or projects that are not included in the budget items above, such as printing, list and mail management, mail house fees, database analysis, ad sales, fulfillment, internet marketing services, additional marketing research, etc. will be contracted for and billed separately. Project management and design hours will be billed at \$125.00 per hour. Programming will be billed at \$150.00 per hour. Cost estimates for each additional service or project will be provided to MetroTech for approval.

PAYMENT TERMS

A 50% down payment is required at the commencement of each project/marketing element and another 25% will be due after approval of the design comps. The remaining 25% will be billed upon completion of the project. LeapFrog Solutions requires that all invoices be paid within 30 days of invoice date.

An additional charge of 1.5% per month on any outstanding balance will be charged after thirty (30) days. MetroTech shall be responsible for any expenses incurred to collect overdue payments, including, but not limited to, contractor staff and attorney time.

All work performed by LeapFrog Solutions is accomplished in good faith and for the exclusive benefit of MetroTech. LeapFrog Solutions cannot be held responsible for the success or failure of your business and therefore shall be held harmless from any claims or losses incurred based on information, representations, or data approved or furnished by your firm.

CONFIDENTIALITY

LeapFrog Solutions provides services on a strictly confidential basis. Our clients' internal workings remain proprietary unless release approval is granted in advance.

If this letter of agreement is acceptable, please sign both copies and return one to us. We look forward to this exciting opportunity to promote MetroTech, and are prepared to begin immediately.

CONTRACT ACCEPTANCE

Accepted:

NVWIB

LeapFrog Solutions, Inc.

Date

Date

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LeapFrog Solutions, Inc.

MetroTech Marketing Communications Campaign

November 8, 2002

PROFESSIONAL REFERENCES

David Hunn, Executive Director
Northern Virginia Workforce Investment Board
8300 Boone Blvd.
Suite 450
Vienna, VA 22182
703-834-0389
david.hunn@myskillssource.org

Tim Nurvala, President
Northern Virginia Technology Council (NVTC) Foundation
2214 Rock Hill Road, Suite 300
Herndon, VA 22070
703-904-7878
tnurvala@nvtc.org

Jane Kornblut, Executive Director
Volunteer Fairfax
10530 Page Avenue
Fairfax, VA 22030
703-246-3460
jkornblut@volunteerfairfax.org

Rick Grimm, Executive Director
National Institute for Governmental Purchasing (NIGP)
151 Spring Street, Suite 300
Herndon, VA 20170
703-738-8900 ext. 235
rgrimm@nigp.org

Craig Shaffer, Director of Information Technology
Association of American Railroads (AAR)
50 F Street, NW, Room 4029
Washington, DC 20001
202-639-5554
cshaffer@aar.org <<mailto:cshaffer@aar.org>>

LeapFrog Solutions, Inc.

MetroTech Marketing Communications Campaign

November 8, 2002

Connie H. Klein, Senior Project Manager**Summary of Relevant Experience**

More than 18 years of professional marketing, communications and project management experience in both the public and private sectors. Directly responsible for the strategic development and management of highly successful marketing and press campaigns with budgets ranging from \$20,000 to more than \$3 million. Effectively developed and executed winning marketing campaigns for new and existing associations, trade shows, products, services, seminars, conferences and memberships that have surpassed goals and increased brand recognition. In addition, launched many new trades shows and conventions, several of which have more than quadrupled in size in less than 3 years. Implemented many powerful media buy programs including a mix of internet, radio, newspaper, magazine and TV advertising.

EDUCATION

B.S., International Marketing, Juniata College

PROFESSIONAL EXPERIENCE**04/01 - present: LeapFrog Solutions Inc.**

Consultant, providing complete marketing solutions. Services include consulting, development and implementation of strategic, multi-faceted marketing and communications plans to increase sales and brand exposure in select, targeted markets; development of strategic management plans, developing and establishing brands and creative concepts; direct mail; internet marketing; advertising; product/service marketing; market research; public relations.

07/99 - 01/01: Association for Financial Professionals

Vice President, Marketing - Developed new marketing strategies for membership recruitment and existing products/services, as well as developed new revenue streams to increase profits. Streamlined all marketing efforts, increase ROI, managed department and vendors. In addition, re-branded the Association with a new name and a more corporate, unified look that would appeal to a larger financial audience.

06/93 - 06/99: Claydon & Klein International, Inc.

Principle of a marketing communications company, specializing in strategic marketing, conference management and public relations for associations and organizations in the Metropolitan Washington DC area. Specialized in the marketing of high tech companies, conferences, seminars, trade shows and association membership. Developed strategic marketing plans for clients, researched and identified target market(s), developed and identified unique selling position, increased return on investment, analyzed and streamlined marketing efforts. Implemented and executed marketing plans—to include concept, copywriting, design, print management, list selection/management, and mail management.

08/84 - 05/93: National Trade Production, Inc.

Director of Marketing - Managed 10 major trade show events with this high-tech trade show production and management firm. Responsibilities included the development and management of marketing plans, budgets, advertising, creative, copywriting, print, and press relations. During tenure, increased attendance at these events by more than 300%, substantially increased gross profits, and increased the size of the marketing staff three-fold via recruiting, hiring and training. Developed and maintained corporate relations with industry trade publications, associations and user groups.

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LeapFrog Solutions, Inc.MetroTech Marketing Communications CampaignNovember 8, 2002**Lisa Martin, Executive Advisor****Summary of Relevant Experience**

More than 19 years of professional marketing and project management experience, working with both private-sector and government-sector clients. Proven record in managing strategic marketing & management campaigns, tradeshow promotions, web site design, application development, graphic print design, video production and multimedia presentations. As the founder and President of a wholly owned business, responsible for contract obligation, direction and coordination of business, quality assurance, customer satisfaction, and project accountability. Acquired skills in strategic planning, business development, project management, marketing, advertising and public relations and client relationship building. Featured speaker at numerous events focusing on the effective use of traditional and multimedia marketing. Sits on the Board of Directors of Fairfax County Chamber of Commerce, NVTC (Northern Virginia Technology Council) and Volunteer Fairfax.

EDUCATION

M.B.A, Marketing and International Business, George Washington University, 1994
B.A., Marketing and French, University of Arizona, 1983

PROFESSIONAL EXPERIENCE**07/96 – present: LeapFrog Solutions, Inc.**

President and founder of LeapFrog Solutions, Inc., a strategic marketing communications firm offering script to screen production in the areas of branding internally and externally, web site design and development, print, audio, video, multimedia, and internet marketing. Responsible for strategic planning, management planning, organizational planning, business development, contract obligation, direction and coordination of business, quality assurance, customer satisfaction, project accountability.

12/91 – 07/96: Image Communications

Director of Sales and Marketing, responsible for business development and project management for major trade shows such as FOSE, Federal Imaging (owned by NTP), NAB (National Association of Broadcasters), IIA (Information Industry Association) and many others. Responsibilities Included: show theme development, project management for creative concept, graphic design, printing, copywriting, video production, television and radio advertising, web design and development, and overall management for show campaigns.

07/88 – 09/91: Norell Services (now Spherion)

Territory Sales Manager, responsible for business development and client relationship building and maintaining for the legal and accounting firms of Washington D.C. Ranked #4 in a sales force of 500 offices in the U.S. and Canada. Started Norell's first focus groups with law firm and accounting firm administrators.

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LeapFrog Solutions, Inc.MetroTech Marketing Communications CampaignNovember 8, 2002***Cynthia Fowler, Graphic Designer*****Summary Of Relevant Experience**

On the forefront of graphic arts, Cynthia has been designing, art directing, and illustrating on the computer for over 9 years in both Mac and Windows environments. Working with Cynthia Fowler, Leapfrog's Graphic Designer, means getting the right creative, every time. She is constantly searching out new ways to produce a better user experience for our customer's web initiatives but Cynthia knows that choosing the right technology is just a part of the equation. It's about getting customers to think and then act. She works together with our clients to come up with the best way to reach your target audience. That way our clients get the most out her skills and her designs can be custom-built solutions for your business. Web sites, online advertising, flash animations, rich media presentations, streaming video and logos are just a few of the many projects Cynthia has worked on in an agency environment for clients like AOL, VarsityBooks.com, Disney, Price Waterhouse, NHSC, Virgin Atlantic, IXL, Inc. Her work shows a commitment to pushing creative and technological boundaries. Cynthia partners with clients and colleagues to up-scale work and to make them feel confident that good design and branding will get them ahead in the marketplace.

EDUCATION*Bachelor of Fine Arts, Graphic Arts, Corcoran College of Art and Design***PROFESSIONAL EXPERIENCE****present: LeapFrog Solutions Inc.**

Uses knowledge of cyber advocacy and B2B solutions to Design and Art-Direct web and print materials for government and private sector clients. A thorough knowledge of on and offline brand identity translates into your company or agencies fluid recognition across print and web medium.

2/02-9/02: BAE SYSTEMS

Publication and web designer maintaining BAE SYSTEMS corporate identity for all print, multimedia, web and environmental design collateral with the Integrated Systems Sector. Designed newsletters, invitations, brochures, an Intranet portal, and a Web-site for the Integrated Systems business sector. Created information graphics and layouts for business proposals. Art directed a jr. designer in production of the posters, flyers, t-shirts, newsletter, proposal graphics, and form design.

4/01-2/02: e-advocates

Creative Directed and designed for this cyber advocacy firm. Recommended and used tools for polls, fundraising, and to facilitate communication between citizens and their elected officials.

3/99-2/01: Lead Designer - IXL Inc.

Designed and Art-Directed Web sites, rich media, animation, illustration, online ads, proposals, books, posters, postcards, and brochures for clients such as AOL, Intaur, CITA, Disney, STA, Walmart, Virgin, and IXL Internally.

8/98-3/99: Low+Associates

Awarded Government and Private sector projects. Designed Web sites, monthly newsletters, books, invitations, proposals and ads. Held meetings with clients and solicited new accounts. Worked with editorial, marketing departments to create designs orientated on results.

11/97-7/98: washingtonpost.com

Handled web page design from concept through production. Chose and digitally corrected photography. Designed various banners, illustrations and icons for sports, style, and politics sites.

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LeapFrog Solutions, Inc.MetroTech Marketing Communications CampaignNovember 8, 2002**Relevant Experience Examples****Fairfax County Government – Northern Virginia Workforce Investment Board (NVWIB)****Challenge:**

Originally funded by the Department of Labor to assist employers and job seekers, the NVWIB needed to brand itself throughout the seven jurisdictions it represents (i.e. Fairfax County, Loudoun County, Prince William County, and the cities of Falls Church, Fairfax, Manassas, and Manassas Park) to promote its mission by offering no-cost screening and training services to job seekers, and offering no-cost placement of these job seekers to employers in these jurisdictions.

Two GREATEST CHALLENGES:

- 1) The NVWIB gets funding based on how many people are placed and there is insufficient knowledge about the services they have to offer;
- 2) The general impression about the 10 SkillSource Centers that the NVWIB manages is that such government-funded programs encompass mostly low-skilled, non-English speaking people.

Solution:

Establish quick wins by:

1. Developing a database made up of members of the Northern Virginia Coalition of Chambers (approximately 14 chambers) and introducing the SkillSource Services to the companies through direct mail.
2. Developing a media plan to increase and enhance brand awareness.
3. Create an image, look, and feel to strengthen the NVWIB and its SkillSource Center brands.

Results:

1. The majority of the chambers and workforce development committees bought into this idea and provided their databases at no charge. They also wanted to use the NVWIB workforce articles in their newsletters which is LeapFrog Solutions additional free promotion.
2. After working with the NVWIB for only two months, LeapFrog Solutions was awarded two more contracts: one for the marketing and promotion of their Community Forum, and one to promote the National Emergency Grant, funded by the Department of Labor.



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LeapFrog Solutions, Inc.MetroTech Marketing Communications CampaignNovember 8, 2002**National Institute for Governmental Purchasing (NIGP)****Challenge:**

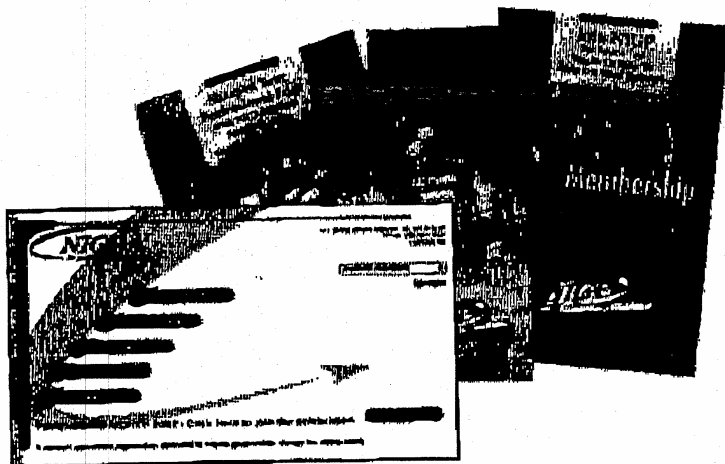
NIGP was hampered by an image that had not been updated for almost forty years. In addition, several other associations were now competing for the same marketing dollars and drawing from their membership base, making it even more critical for NIGP to take a proactive position.

Solution:

LeapFrog Solutions designed a new look to reflect the new vision, energy, and direction of NIGP to appeal to their now very diverse membership. We created a contemporary, light and lively logo, developed the tagline, "Excellence in Public Procurement," and incorporated images that represented the broad spectrum of government procurement professionals. This new identity was carried out in a series of informational membership materials, educational catalogues, and on the NIGP web site.

Result:

The implementation of this campaign brought about a complete transformation, portraying NIGP as an organization that was equipped to meet the needs of a diverse procurement population with valuable benefits of membership and the most current courseware for procurement professionals. This new image helped them retain old members and attract new ones.



LeapFrog Solutions, Inc.MetroTech Marketing Communications CampaignNovember 8, 2002**Infodata Systems****Challenge:**

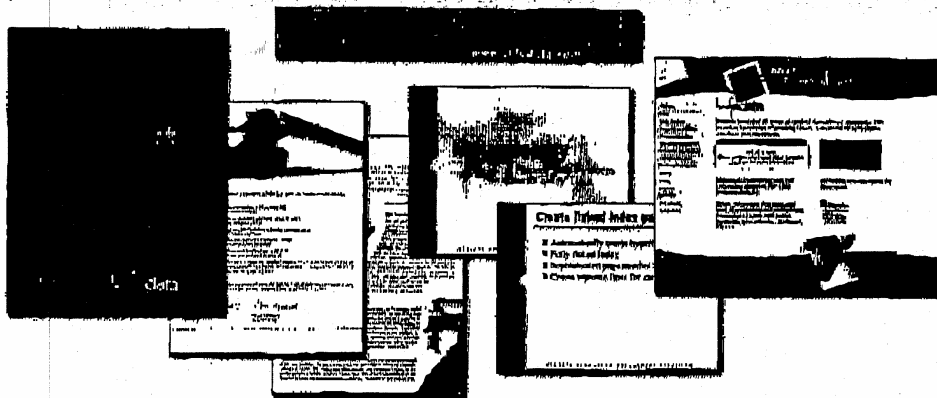
Infodata was transforming from a document management firm to a state-of-the-art technology service provider focusing on web-enabled solutions. They required an updated image and an integrated marketing campaign to reposition them in this new market.

Solution:

LeapFrog Solutions created a new logo that incorporated the new Infodata tagline to portray them as an energetic, responsive, and agile company providing solutions in Internet time. This look and feel was carried out in a new web site design, and a full drive-to-web print campaign was developed. LeapFrog Solutions also designed and produced new corporate overview brochures, annual reports, and trade show booth designs and signage.

Result:

Traffic to the web site increased by 30% as a result of the integrated print campaign. The web site design was awarded Best Informational Web Site by the Web Marketing Association.



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